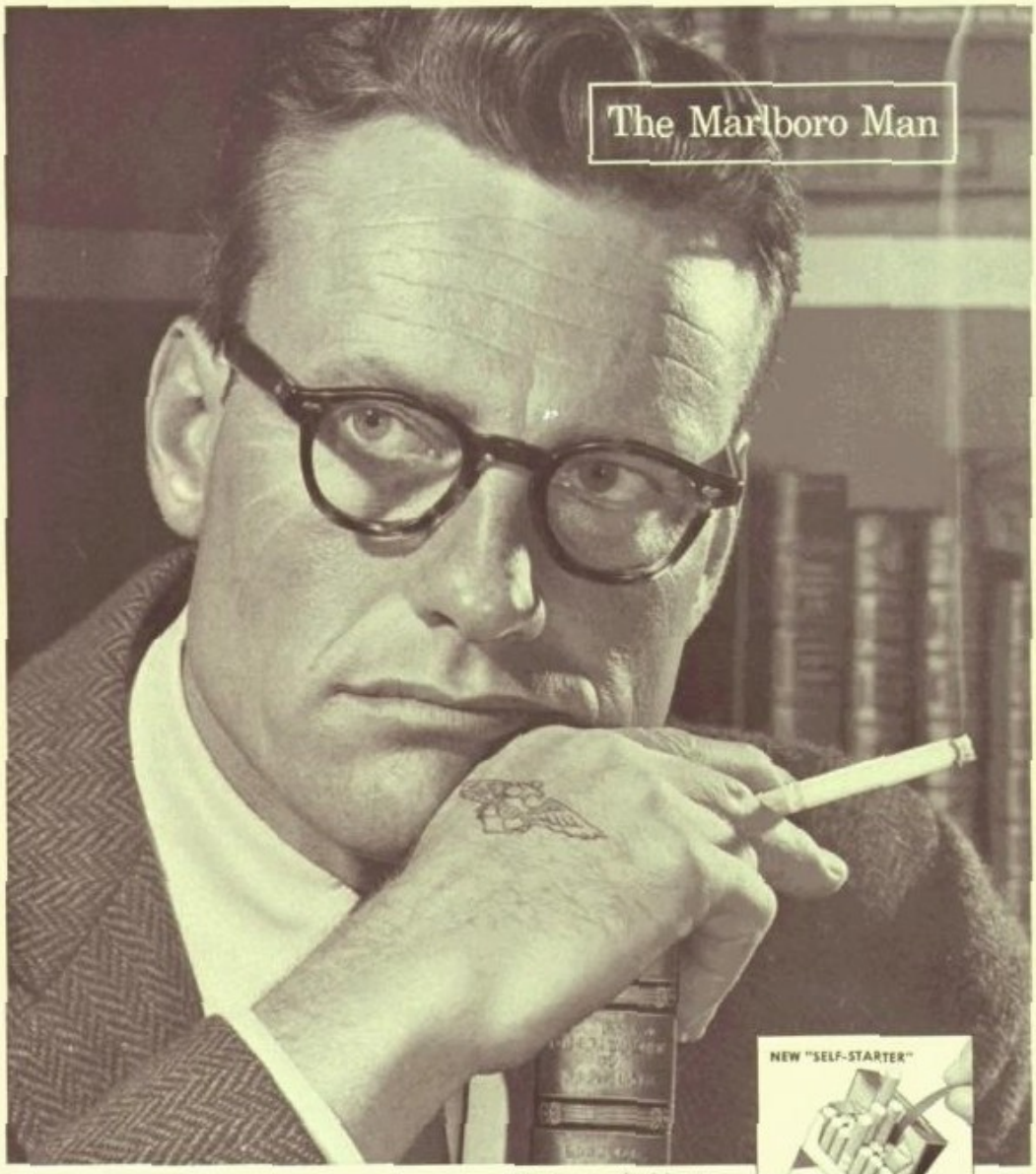
LEO BURNETT COMPANY, Inc.
Ad No. 494—Req. No. 67867—1 page—B&W—bleed—8 9/16 x 11¾—Playboy, October, 1957 (A)

#494 "The Library"



A lot of man . . . a lot of cigarette

"He gets a lot to like—filter, flavor, flip-top box." The works.
A filter that means business. An easy draw that's all flavor. And the flip-top box that ends crushed cigarettes.

(MADE IN RICHMOND, VIRGINIA, FROM A PRIZED RECIPE)

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